

The Role of Color in Architectural Art Design

Yaxing Wang*

Luoyang Vocational College of Science and Technology, Luoyang 471800, China

Abstract

With the continuous progress of society, aesthetics plays an increasingly important role in architectural design. The application of aesthetic thought in architectural design is the main expression of aesthetics in architectural design. Architectural aesthetics is the combination of aesthetics and architecture. It is a new discipline to explore the aesthetic problems in the field of architecture. Architectural aesthetics includes science and humanities, which is established on the architectural space system. Scientific architectural technology aesthetics is the main value embodiment of architectural aesthetics. Architectural aesthetics also has the value of artistic aesthetics and humanistic characteristics.

Keywords

Architecture; Art Design; Color; Function.

1. Introduction

The application of aesthetics in architectural design is also reflected in the size, height, color selection, virtual and real effect of individual buildings. Architectural design should make color selection according to the actual situation of individual buildings. In order to realize the effective combination of architectural design and aesthetics, we must realize the stability and balance of the combination, so as to make the building achieve a stable and stable effect. People have high requirements for architectural balance. Aesthetics must be applied in architectural design to achieve balance and ensure the stability of the building. At present, many buildings with elevated ground floor have been designed in the world.

2. Application Characteristics of Color in Architectural External Environment Art

Like the color design of all other objects, the color design of the external environment of buildings has many common properties, such as the times, regions, nationalities and cultures. At the same time, it also has some special application characteristics, the most important of which are as follows:

2.1. Identifiability

Color is often used to express personality, characteristics, identity, status and field, which is determined by the essential characteristics of color. Therefore, in terms of color recognition, the role of color is somewhat similar to marks and signs, and its purpose is visual communication. A successful color design work of the external environment of the building can well highlight the function, personality and characteristics of the building, and can successfully enable people to identify and discover. For example, the world-famous Sydney Opera House in Australia, with its white external environment color and beautiful and unique architectural modeling, is like a group of sails riding the wind and waves against the background of blue sky and clear water, giving people a particularly eye-catching visual impact and pleasing

recognition effect, so that people can see this special white modeling object, You can think of Sydney and even Australia.

2.2. Symbolism

Color plays a symbolic role, especially the external environment color of buildings. It is often used to symbolize a nation's ideology, social system, religious beliefs and customs. For example, the color design and treatment of the external environment of the magnificent buildings in the Forbidden City of Beijing can be said to have reached the extreme in the color design of the external environment of buildings in the world[1]. The red palace wall, the white marble stone platform and the exquisite and rich color of architectural color paintings, especially the yellow glazed roof of buildings, It also makes the use of the external environmental color of the Forbidden City buildings have a supreme position in ancient Chinese society. The exterior color of the building can also be used to indicate the direction. Cyan symbolizes the East, red symbolizes the south, yellow symbolizes the center, white symbolizes the West and black symbolizes the north; Moreover, it can also be used to express the grade difference. The positive color symbolizes dignity and the intermediate color symbolizes lowliness. In use, it is clear and insurmountable.

2.3. Decoration

Different aesthetic concepts have different evaluation standards for color decoration and beautification, such as diverse but not monotonous, unified but not messy, harmonious but not sudden change, meticulous but not crude, bright but not dark and so on. However, how to apply it depends on seeking people's common aesthetic feeling. In modern architectural design, color is often used as a means to decorate and improve the function and aesthetic feeling of architectural objects. For example, painting some parts of the building with high purity and bright colors can be used to decorate the appearance of the building, improve the visual image of the building, enrich the spatial environment of the building, and increase the cordial and cheerful feeling between buildings.

3. The Role of Color in the Artistic Design of the External Environment of Buildings

3.1. The Independent Configuration Function of Color in the Artistic Design of the External Environment of Buildings

This is one of the most common and widely used architectural appearance color configuration techniques. It has nothing to do with the shape configuration of the object where it is located, and is relatively independent of the shape configuration. It can meet people's various requirements for color configuration when the body image is established, including the creation of style, the symbol of character, the display of personality, the expression of style and the rendering and contrast of atmosphere.

The first is the creation of style: for example, the beam and column color paintings in traditional Chinese architecture can obtain refreshing artistic design effects by selecting different color painting styles under the established conditions of Liang Fang's own body shape. The second is the symbol of character: for example, red represents warmth, celebration, solemnity, authority, and green symbolizes tenderness, tranquility, elegance and peace[2]; Yellow indicates nobility, luxury, excitement and brilliance; Blue looks clean, pure, deep and elegant. All these belong to the same level as the so-called majestic, cordial, solemn, lighthearted, serious and lively description of the physical image and character expression in the architectural configuration. Furthermore, it is to show personality and expression style: This is where color shows great potential in architectural configuration. That is, not only through the change of color elements

can produce an infinite variety of color tones, but also through the color configuration to create an infinite wealth of color patterns, so as to provide all the possibilities of color expression for the shaping of the image personality and style of visual objects. For example, the Schroeder residential design of utlek, the representative work of Dutch style architecture, is a model of using color to enrich and shape the internal and external image of the building. The architectural appearance color shapes the building by using the emerald green color of rectangular balcony board and support and the red, yellow, green, blue, black and other colors of other components, so as to produce the sculpture effect of constructivism, and color plays an independent role here. In addition, the rendering and contrast of the emotional atmosphere of the external environment of the building is the advantage of the independent configuration of color, and even the patent that it is difficult to share. In the artistic treatment of the interior and exterior space of the building, just slightly changing the cool and warm tone and light and dark tone of the surrounding physical environment color can immediately change the atmosphere of the space, and this advantage can hardly be replaced by any other design means.

3.2. Synergistic Configuration of Color in the Artistic Design of the External Environment of Buildings

This is a color formation technique that not only gives full play to the expression function of color formation itself, but also cooperates with and completes the aesthetic mission with the help of form. In Chinese traditional architecture, the unique art form also shows the distinctive characteristics of the coordinated configuration of color and form[3]. For example, the white pedestal, the red column, the yellow glazed roof and the green and gold colored Liang Fang painting are an important part with its own special status in the achievements of Chinese traditional architectural art. Another example is the opera house in Sydney, Australia, which is like a sail shadow. It is also a model of the coordinated configuration of color and shape. The architectural shape of the opera house like a sail shadow is set off by white, which makes the concept of its design masters play and express incisively and vividly.

3.3. Auxiliary Configuration Function of Color in the Artistic Design of Building External Environment

3.3.1. Strengthening

It refers to the use of color configuration techniques to further enhance and highlight the expressiveness of body modeling. For example, in the balcony, column, wall line or other protruding or protruding parts that need to be highlighted, the color brightness and intensity are relatively improved, while in the other concave or retreating parts, the color brightness and intensity are relatively reduced.

3.3.2. Adjustment

Adjustment refers to the improvement or concealment of some unfavorable features or undesirable effects in the body image through color, so as to produce unfavorable or desired visual effects and image features[4]. For example, in the facade of high-rise buildings, especially dot high-rise buildings, the configuration methods of "horizontal segmentation" and "vertical segmentation" are often used in color configuration, So as to adjust the shape. For example, the Marseille apartment designed by modern architects is a high-rise slab building. Although we strive to obtain changes in the window opening treatment, the impact on the space environment is still lack of vitality due to the limitations of building functions and materials. In order to adjust this deficiency in form, Le Corbusier painted the walls on both sides of the building's concave corridor with bright colors and high purity. The rough concrete building immediately glowed and added endless luster to the surrounding external space environment.

3.3.3. Organization

This is to give play to the functions of "generalization", "emergence" and "inhibition" of color configuration, and reconstruct and reconstruct the composition of each component of the body image, that is, the method of "Reconstruction", so that the same body image can show a variety of different color configuration effects, so as to create a variety of overall images for comparison and selection, So as to facilitate all aspects to determine a satisfactory appearance and configuration image[5]. The above application of color configuration in its relationship with shape modeling is relatively speaking, in which the independent configuration cannot absolutely surpass the shape; The auxiliary configuration is not without independent components. They not only have their own characteristics, but also penetrate and connect with each other, so as to reflect all the possible properties of color configuration in the architectural appearance.

4. Conclusion

The 21st century is an era of color and the booming life of future design. Many results of contemporary visual design research show that color, an important factor of shape design, will be separated from the concept of relying on shape design and become the main body of shape design in the future, Environmental color design will also enter a new era full of color design and modeling in the future. Let our designers meet the call of color culture in the new century with keen eyes, smart wisdom and exquisite skills.

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